

Amendments to the Specification

Please replace the paragraph on Page 15, lines 7 - 18 with the following marked-up replacement paragraph:

-- In addition to the factors discussed above with reference to Block 405, determination of the optimized path may consider whether the user is walking or driving, what traffic will be encountered if driving, and so forth. Optionally, one or more alternative paths may be provided (for example, in cases where the route selection criteria does not provide a differentiation among merchants which exceeds some threshold, such as: total overall cost is within \$5.00 of a preferred path; overall route is within 1 mile of a preferred path; number of stops is identical to a preferred path), and the user may be allowed to choose a path from among those provided. Software for determining the shopping path may reside on the user's computing device in some embodiments, or may reside at a service provider which is accessible from the user's computing device in other embodiments. Furthermore, in embodiments such as the shopping mall scenario previously described, software for determining the shopping path may reside in locations accessible from the kiosk or similar portal which is accessible to the user without a specially-adapted computing device. --

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